Amendments to the Claims

1-20 (canceled)

21. (currently amended) A method for providing information about points of interest, the method comprising:

assigning a unique location code to each of a plurality of points of interest, wherein each location code is comprised of a plurality of sub-strings of numbers, wherein each sub-string represents specific attributes of a represented point of interest,

wherein a first of said sub-strings of which a location code is comprised indicates one of a plurality of geographic areas,

wherein a second of said sub-strings of which a location code is comprised indicates one of a plurality of categories,

wherein a third of said sub-strings of which a location code is comprised indicates one of a plurality of sub-categories of one of said plurality of categories,

wherein a fourth of said sub-strings of which a location code is comprised uniquely indicates a point of interest of a type corresponding to one of the plurality of sub-categories of one of the plurality of categories located in one of the plurality of geographic areas;

entering a single location code into a device connected to a network, wherein the step of entering further comprises:

entering in sequence a number code corresponding to each of the sub-strings of which the location code is comprised, and

entering a delineating character following entry of the number code corresponding to each of said sub-strings;

receiving the location code at a locator server connected to the network; and

using a locator database associated with the location server to retrieve information about the point of interest associated with the location code entered into the device.

22. (previously presented) The method of Claim 21 wherein the geographic areas indicated by the first of said sub-strings of which a location code is comprised include major urban areas.

23. (previously presented) The method of Claim 21 wherein the geographic areas indicated by the first of said sub-strings of which a location code is comprised include travel destinations worldwide.

24. (previously presented) The method of Claim 21 further comprising:

routing the information retrieved about the point of interest back to the device that entered the location code along a communication channel, wherein the communication channel is selected depending on the type of the device.

25. (currently amended) The method of Claim 21 wherein the location code entered into the device is printed on a paper map and a user reads the paper map prior to entering the location code into the device ~~read from a paper map~~.

26. (currently amended) The method of Claim 21 wherein at least ~~some~~ one of the location codes ~~include~~ includes a fifth sub-string, wherein the fifth sub-string indicates a specific travel club approval.

27. (currently amended) The method of Claim 21 wherein at least ~~some~~ one of the location codes ~~include~~ includes a fifth sub-string, wherein the fifth sub-string indicates acceptance of a particular form of payment.

28. (previously presented) The method of Claim 21 wherein the delineating character is an asterisk.

29. (previously presented) The method of Claim 21 wherein the points of interest include restaurants, hotels, museums, theaters, retail stores, businesses, parks, ATMs, public telephones, bus stops and monuments.

30. (currently amended) A location code system for referencing points of interest, the system comprising: ~~wherein a unique location code is assigned to each of a plurality of points of interest, and wherein each location code comprises:~~

a unique location code assigned to each of a plurality of points of interest, wherein each location code comprises a plurality of sub-strings of numbers, wherein each sub-string represents specific attributes of a represented point of interest,

wherein a first of said sub-strings of which a location code is comprised indicates one of a plurality of geographic areas,

wherein a second of said sub-strings of which a location code is comprised indicates one of a plurality of categories,

wherein a third of said sub-strings of which a location code is comprised indicates one of a plurality of sub-categories of one of said plurality of categories, and

wherein a fourth of said sub-strings of which a location code is comprised indicates a unique point of interest of a type corresponding to one of a plurality of sub-categories of one of said plurality of categories located in one of the plurality of geographic areas;

a locator database that associates each of the location codes with a corresponding point of interest; and

a locator server associated with the locator database that receives a single entered location code and retrieves information about the corresponding point of interest from the locator database.

31. (currently amended) The system of Claim 30 wherein at least ~~some~~ one of the location codes ~~include~~ includes a fifth sub-string, wherein the fifth sub-string indicates a specific travel club approval.

32. (previously presented) The system of Claim 30 wherein said sub-strings are scalable.

33. (currently amended) The system of Claim 30 wherein each of said sub-strings includes at least one digit ~~is not limited as to the number of digits~~.

34. (canceled)

35. (currently amended) A method of providing information about points of interest, the method comprising:

receiving on a locator server connected to a network, a single location code that had been entered into a wireless device connected to the network;

accessing a locator database associated with the locator server to obtain information about a point of interest associated with the location code that had been entered,

wherein the location code is comprised of a plurality of sub-strings of numbers,

wherein each sub-string represents specific attributes of a represented point of interest,

wherein a first of said sub-strings of which a location code is comprised indicates one of a plurality of geographic areas,

wherein a second of said sub-strings of which a location code is comprised indicates one of a plurality of categories,

wherein a third of said sub-strings of which a location code is comprised indicates one of a plurality of sub-categories of one of said plurality of categories, and

wherein a fourth of said sub-strings of which a location code is comprised uniquely indicates a point of interest of a type corresponding to one of the plurality of sub-categories of one of the plurality of categories located in one of the plurality of geographic areas; and

providing the information about the point of interest associated with the location code that had been entered into the wireless device.

36. (previously presented) The method of Claim 35 wherein each sub-string that had been entered into the wireless device was followed by a delineating character.

37. (previously presented) The method of Claim 36 wherein the delineating character is an asterisk.

38. (currently amended) A method of providing information about points of interest, the method comprising:

receiving on a locator server connected to a network, a single location code, part of which had been replaced by a wildcard,

wherein the location code had been entered into a wireless device connected to the network,

wherein the location code is comprised of a plurality of sub-strings of numbers, wherein a first of said sub-strings of which a location code is comprised indicates one of a plurality of geographic areas, wherein a second of said sub-strings of which a location code is comprised indicates one of a plurality of categories, wherein a third of said sub-strings of which a location code is comprised indicates one of a plurality of sub-categories of one of said plurality of categories, and wherein a fourth of said sub-strings of which a location code is comprised uniquely indicates a point of interest of a type corresponding to one of the plurality of sub-categories of one of the plurality of categories located in one of the plurality of geographic areas, ~~and~~

~~wherein each sub-string represents specific attributes of a represented point of interest,~~

accessing a locator database associated with the locator server to obtain information about the points of interest that match the numbers of the sub-strings of the location code that had been entered, and

providing information about the points of interest that match the sub-strings of the location code that had been entered.

39. (previously presented) The method of Claim 38 wherein each sub-string that had been entered into the wireless device was followed by a delineating character.

40. (canceled)

41. (currently amended) A system for providing information about points of interest, the system comprising:

a locator database that includes data about points of interest and data that associates a unique location code with each represented point of interest;

wherein each location code is comprised of a plurality of sub-strings of numbers, wherein a first of said sub-strings of which a location code is comprised indicates one of a plurality of geographic areas, wherein a second of said sub-strings of which a location code is comprised indicates one of a plurality of categories, wherein a third of said sub-strings of which a location code is comprised indicates one of a plurality of sub-categories of one of said plurality of categories, and wherein a fourth of said sub-strings

of which a location code is comprised uniquely indicates a point of interest of a type corresponding to one of the plurality of sub-categories of one of the plurality of categories located in one of the plurality of geographic areas; and

~~wherein each sub-string represents specific attributes of a represented point of interest; and~~

a locator server that includes computer hardware and software operable to receive from a device connected to a network a single location code, part of which had been replaced by a wildcard,

and further wherein the locator server is operable to query the locator database for information about the points of interest that match the sub-strings of numbers that had not been replaced by the wildcard in the location code received from the device over the network and provide the information about the points of interest to a user of the device.